

CONTACTS

MAY 1957



Victoria Day

1957

Our cover carries the picture of the memorial to Queen Victoria in the Legislative Building grounds. Canada's Victoria Day, to be celebrated this year on Monday, May 20th, is our traditional first holiday of the summer season. It is much more, however, than just a holiday. It is a nation-wide tribute to a great Queen whose reign was a correspondingly great era in the history of the British people.

Soon after Victoria's accession there were "alarums and excursions;" and these continued during her long reign. Yet side by side with them there grew up, under direction of the Queen's several famous prime ministers, the finest parliamentary system and the most democratic government in the world. Her reign, which saw successful struggles for full voting privilege and the abolition of special privilege in voting, also saw several wars. But it brought great reforms that helped the people; the beginning of the penny post which founded today's worldwide postal system, and the formation of Britain's splendid educational system.

Out of all this, then, came the strength of Empire that nurtured and matured new free countries such as our own—and is still doing so. The vast Commonwealth of self-governing Nations grew out of the empire to which Britain sent many of its best people and ablest experts to help in their development.

So let us re-dedicate Victoria Day in the knowledge that though times have changed so much, present-day expansion and growth within our countries offer the possibilities of even greater accomplishments for the Commonwealth, in the reign of Victoria's great-great-granddaughter, Queen Elizabeth II.



GUILD PLAYERS GOOD IN TENSE FOOTLIGHTS DRAMA

"A Murder Has Been Arranged," by Emlyn Williams, actually is a drama taking place on stage at a famous London theatre supposedly haunted by a woman struck dumb, whose recovery of speech heralds death. Complicating this is the fact that Sir Charles Jasper (Garth Gislason) is determined to hold his fancy-dress dinner party in spite of the fears expressed by his guests as to his own safety.

The celebration is on the eve of his coming into millions, and of course, the only other claimant, Maurice Mullins (David Swan), does turn up and does connive with Jasper's secretary, Miss Groze (Catherine Loeppke) to arrange the murder.

The playwright's setting unfortunately provided an obstacle for the cast, because it calls for a full orchestra in attendance under Sir Charles' orders. Having to make do with walk-on instrumentalists and "canned" music, the orchestra's entrances and exits lent an air of levity that took away from the tenseness. Actually there does ensue the death of the woman stricken at first by dumbness, the callous poisoning of the host by the villainous rival claimant to the fortune, and the condemnation of the murderer by the ghost of the corpse appearing dramatically at the festive table.

All the players gave of their best. Perhaps if we might give an "edge," it would be to Maybelle Stutter as the maid Mrs. Wragg —

she was a real Cockney in speech and manner—"good show" by a loyal Eaton Guild player; and to Dave Swan and Doreen McKenzie who were very effective in their parts.

Top left shows Dave Swan, Garth Gislason, John Frisken, Doreen McKenzie and Joan McTavish in one of the big scenes—all competent and all audible. The cast (except Garth) is shown below in fancy garb for the gay time which turned out to be a tragedy.

Top, right: Joan McTavish as the harassed and frightened wife with the voluble maid, Maybelle Stutter.

(Concluded on Next Page)



40-Year Anniversary for Ed Flannery



Tuesday, April 2, was the big day for driver Edgar Phillip Flannery of the Delivery Department—all of his long service having been with that department. Mr. A. Arnason, Manager was on hand to congratulate him and to make the department's presentation of an electric razor. Also present was Mr. Bruce Sutherland, Personnel Manager, to add to the tributes paid Mr. Flannery.

A married man, Ed has a son, Harold and a married daughter, Mrs. R. Campbell. Fond of skating in his younger days, Mr. Flannery's interests now are in following sports and knowing the facts about major league baseball, hockey, etc.

Ron Turner Joins Quarter-Century Club

April 7 being a Sunday, the 25-year celebration for Ronald Douglas Turner, well known and popular Department Manager of the Garage, was celebrated on the Monday. That day Ron was presented with the TV swivel chair seen in our picture, Mr. A. Arnason doing the honours; and his office was the focus of visits by many Eatonians to congratulate him. That night the Turner home at 343 Duffield Street was the scene of a party when his colleagues and their wives really surprised Ron by appearing in force—about 50 of them. Mr. Turner is married with a family of two boys, Douglas and Donald, and a daughter, Dale. During the war Ron served in England and France as petty officer with the Navy Commandos. For the long quarter-century vacation the Turners have planned a trip to Britain and the Continent. May it be a lovely trip with best of weather, Ron!



Mr. Bores, New York Office Manager, Celebrates 40th Eaton Anniversary

Mr. W. C. Bores, Manager of the New York Office, celebrated his 40th anniversary with Eaton's of Canada on March 19. Mr. and Mrs. Bores were honoured at a dinner party given by the New York office staff.

They were also singularly honoured by the presence of Lady Eaton who, on behalf of her son, John David, our President, and her grandchildren, made a complimentary talk pointing out Mr. Bores' sense of duty to the Company and to the Eaton family. Mr. B. E. Mercer of the General Merchandise Office, also honoured the gathering with his presence, and presented to Mr. Bores, on behalf of the New York office staff, a beautiful silver serving tray suitably engraved. Mr. Bores received messages of congratulations and mementos from his many friends throughout the Company.

GUILD PLAYERS (Continued)

Second from top, right, Page Three: John Frisken in a scene with Catherine Loeppeke who is a much improved actress now.

Bottom: Catherine Pacey as the unfortunate stranger who wanders in to pronounce her own doom and that of the host.

While the play was a difficult one, and our players don't claim genius, we must say they deserved very much more of an audience—and we thank them for their hard work and wish them greater recognition. Thanks, also to all those grand troupers who worked as usual, unseen but appreciated, in all of the producing and stage units, program and ushering.

The four selected for top honours, left to right, were dressed by Diana Philips, St. James Collegiate; Gail Johnson, Kelvin High; Sharon Levens, West Kildonan Collegiate; Daria Zelska, Isaac Newton.



JUNIOR COUNCIL'S BEAUTIFULLY DRESSED DOLLS

As seen in this group picture to the right, 22 lovely playmates were provided for little girls by the seasonal project given to Junior Council girls. These dolls are dressed—in fact, some of them made up and stuffed and then dressed—by the Junior Councillors; the idea being that preferably but not necessarily, the dresses should be made from materials which the girls find available around their homes. It is a project on which the girls are judged for creativeness, resourcefulness in finding or making trims and decoration, fineness of the handwork, sense of colour fitness.

The girls make the outfits then add embroidery, ruffles and edgings, etc., in ingenious and painstaking ways, to make each doll a really nice gift for someone who might not otherwise have a doll.

Here's a hint of the way these gifts are appreciated. . . . From Miss A. Fridfinnson, Supervisor, Crippled Children's Services: "Your box of charmingly dressed dolls was a most welcome gift. . . . Some of these children are in remote rural areas. . . . To all of them these dolls have a very special meaning."

From Miss M. L. McIntyre, Play-Therapy Supervisor, Children's Hospital: "They would have felt rewarded for their

time, talents and efforts to see the beaming faces and sparkling eyes when the children were given these beautifully dressed dolls; the staff, too, were just thrilled with them."

And from Dr. H. S. Atkinson, Portage la Prairie Children's Medical School: "Once again you can assure your girls that these things they do to help others are perhaps the best things they can do in life."



BASEBALL

Plans are under active consideration. Fuller news later. Those interested, watch the bulletin boards for announcements by Recreational Office.

See the Back Cover — read the special Staff Training Department leaflet which will be reaching you. Study the posters. Tidy Up—Clean Up! Safety Is Always in Style at Eaton's.

CURLING CLUBS HAVE GRAND



Left to right and down—Miss Mary Thompson, president and chairman; Mr. J. Johnston presenting his Club Championship trophy and awards; at his immediate right, Dora Perry, new president; next is Mrs. Johnston. Mary Moore and Ev Gordon made a classy song-and-soft-shoe duo. Middle row—Club champions Carol Magnusson, Irene Swiskoski, A. Smith and May Pfeifer. Jean Kerr and Vi Benner had snappy escorts in Sig Breckman and Ethel Smith for "Two Belles and Their Beaux" vocalizing, with Jean as soloist. Ruby Fraser really was "cool" as Brenda Lee. Bottom row—Here's the big-time Hill-Billy Orchestra; Ina Cannors was the fiddler (violinist). Commercials were by Dorothy Walker. Flo Park as Uncle Rufus explains things to Madeline Doyle, M.C.

Women's Curling Club Puts On Rousing Show

With men at a minimum (honorary member Jim Johnston, Men's Curling Club President Bill Hogg and recreational's Doug McPherson), the Eaton Women's Club got close to their ideal of an "all girl" wind-up. The photos reproduced above give some idea of the professional quality fun and frolic they put on, of which we've heard many compliments.

PARTIES TO END THE SEASON



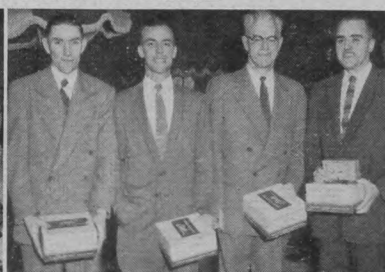
McGee Cup and Group Winners

At left—Skip J. McClure with 3rd R. Clark, 2nd L. Clark, lead J. Geddes won the R. M. Pinfold trophy for Group 5, also the McGee Cup.

Below, left—The Group 1 "A" section winners, capturing the A. R. Tucker club championship trophy, were W. Odell, lead; D. McPherson, 2nd; A. Mellis, skip; R. Herriot, 3rd. Right—Tam o'Shanter team: Stan Cameron, skip; his support in winning the W. J. McKeag trophy: J. Paterson, 3rd; R. Monteith, 2nd; V. Fotheringham, lead.



OTHER SCENES AT MEN'S CLUB DINNER-DANCE



See Over This Page for More News of Men's Curling Club Wind-up.

Head table scene: Mrs. H. Hindle, Mr. H. R. Screaton, President Bill Hogg, Mr. H. Hindle, Manitoba Curling Association president.

Top right: Group 1, "B" section winners—Lead W. Swartzkoff, 2nd K. Aikman, 3rd D. Mackie, skip W. Hogg.

Lower right: Group 4, W. L. Palk trophy

—Lead G. Whyte, 2nd J. Paul, 3rd R. Laidlaw, skip F. Eades.

Bottom left: Group 3, F. G. Muirhead trophy—H. McVeigh, 2nd; W. Hogg, Skip; H. Hogg, Sr., 3rd. Missing, H. Hogg, Jr.

Right: Group 1 "C" section winners—J. English, lead; S. Johnson, 2nd; H. Briscoe, 3rd; missing, A. Binnie, skip.

Women's Curling (Continued)



Left to right—L. Bigley, M. McRob, F. Goldie (skip), M. Thompson, Monday group winners. E. Gordon (skip), F. Park, D. Perry, J. Miller, week-end winners.

Special guests other than those mentioned on page six were: Mrs. B. C. Sutherland and Mrs. D. McPherson.

Other awards and presentations in addition to the club championships were: Past-President's Pin to Mary Thompson by Mary Moore. Gifts to the Pfeifer rink—May Pfeifer, Ann Peterson, Shirley Doerkson and Carol Magnusson for getting to the Manitoba finals of the Women's Western Championship.

Trophy and awards to Monday group winners Flo Goldie (skip), Mary Thompson, May McRob, Laura Bigley and runners-up Kay Shores (skip), Gladys Galusha, Georgina Brownlee, Angela Kelsh. Trophy and awards to Wednesday group winners May Pfeifer (skip), C. Magnusson, A. Smith, I. Swis-

koski; and runners-up M. Doyle (skip), M. Moore, A. Surbey, M. Jackson. Also to week-end winners E. Gordon (skip), F. Park, D. Perry, Janet Miller; and runners-up V. Walsh (skip), S. Brown, D. Shields and G. Wilson.

Elected for next season were:

President, Dora Perry
Vice-Presidents, Flo Park, Evelyn Gordon
Secretary, Frances Tease
Treasurer, Ruby Fraser
Ice Convenors, Shirley Brown, Anne Surbey, Jean Shiels.
Social Convenors, Louise Robertson, Frances Koslok, Elva White
Publicity, Winnie Crowston

MEN'S CURLING CLUB'S FIRST MIXED PARTY

It was a happy thought of the Men's Curling Club to change from the traditional stag to a dinner-dance to which the many members brought their wives and friends. Held at the Assiniboine Hotel on the evening of Thursday, April 11. Mr. Harold Hindle, president of the Manitoba Curling Association, was a special guest, accompanied by Mrs. Hindle. President Bill Hogg welcomed everybody when proceedings started after the banquet, and introduced the head table. He also acknowledged a message by wire from Mr. Bruce Sutherland who was on a business trip in Toronto.

Said the president, the club started the season well at a stag get-together, and play got under way in good time. So full was the season, however, and so keen the contests, that they ran out of ice while the curling fever was still running strongly.

There was a new group division, and no less than 42 rinks were playing in the McGee competition. The Mixed Novelty event was again a great success; while several rinks from our club entered the bonspiel (see March Contacts).

A special presentation was made to the ice-makers by Mr. F. Bergman, chairman of the ice committee. Mr. R. Ferguson, first vice-president, presented Bill Hogg with the past-president's button. A piper (Jack Graham of the Jewellery Repair) piped in the trophy and prize winners, and things went "like clock-work"—earning a word of sincere praise from sportsman friend Scottie Harper of the Free Press. In fact, a really good show—congratulations on a splendid evening, men!

Elected for Season 1957-1958, Men's Curling Club

President R. Ferguson
1st Vice-President..... T. Ritchie
2nd Vice-President..... W. Reid
Secretary..... D. McPherson
Treasurer..... M. Tomlinson

Committee Members: H. Caldwell, S. Lentle, P. Milne, V. Fotheringham, S. Cameron, K. Gibson, F. Eades, G. McKenzie, G. Gardner.

COMBINES BOWLERS ELECT 1957-58 SLATE OF OFFICERS

At the general meeting, April 22, the following were elected:

President..... Alex Thauberger, Lingerie
Vice-President..... Don McAuley, Piece Goods

Secretary Eileen Richardson, Winnipeg Buying Office
Treasurer..... Ruth Hodgson, Draperies
Entertainment Committee: Ernie Kirkham, Lingerie; Jack Shepherd, Winnie Crowston, Lena Mulch, Piece Goods.

Combines Bowlers Celebrate Another Successful Season



Top, left—The Combines champions, with trophy and prizes: Miss I. Chambers, J. Shepherd, Misses A. Kalesicz, S. Strom. Separately, at right, Wilf Young, captain. Far right—Mr. George Robinson (left) presented the awards.
Second row—Second place team: D. McAuley, captain; Misses J. McKendrick, R. Hodgson, I. Emslie. Missing from photo, D. Erickson. Right—Third place team: G. Cummings, captain; Miss A. Bender, Mrs. E. Richardson, Miss J. McCully, L. Ostafichuk.
Bottom row, left—Fourth place team: R. Prynn, captain; Misses J. Fairhall, M. McKinley, A. Oystrek; K. Merrett. Right—Dorothea Hardiman, centre, president and chairman; Eileen Richardson, left, and Ruth Hodgson, right, secretary and treasurer, were presented with gifts by Combines members in recognition of their season's services.

Mail Order Trundlers Have a Happy Wind-up

With Dorothea Hardiman, president, in the chair, and Messrs. George Robinson and Bill Gray on hand to present trophies, prizes and tokens, the Combines Club wound up its five-pin bowling season with a reception, dinner and dance at the St. Vital Hotel on Saturday evening, April 6.

Head table guests, in addition to those named above, were: Jean Fairhall, Eileen Richardson, Don McAuley, Nathalie Gray, Alex Thauberger, Clare Robinson, Joyce Thauberger, Ruth Hodgson and Sig Jonsson. Present also were old-timer Doug Gray, retired last year, and Art Wright, newly retired but who had played all this season.

It was a merry get-together, and with the official proceedings handled in a prompt and efficient way, the party had a lovely long evening for dancing and visiting. It broke up at midnight with everybody looking forward through summer to the next indoor season's schedule at the alleys.

Honoured on Their Retirement

Miss Emma French, Fashion Department Manager, Retires



Last August when Miss French was honoured for devoting 40 years to the Company's service, she was praised very highly for her own ability and her success in training others. Now that the time has come for her to leave our scene, we know that this will be more than ever realized.

Over her long service, the knowledge and experience Miss French gained and her wide acquaintance throughout the fashion-marts, have been a continuing help. Eaton fashion managers throughout the west have reason to thank her for her valuable help and guidance, always so freely given. In the field of personal selection for many patrons she has also been of notable service to a wide clientele who will join with her colleagues in wishing her the very best in her years of leisure.

On the Monday previous to her retirement day, she was guest of honour at a department party at the Paddock, more than 50 being present. At this reception, dinner and dance she was presented with a clock-radio from her Winnipeg colleagues and a movie camera from Western Division Fashion Department managers. The Merchandise Department and fashion floor managers

also presented her with a movie projector outfit. Good Luck, Good Health and Happiness indeed is our wish for Miss French!



Mrs. E. E. Herald



Mrs. E. MacDiarmid

MRS. E. MacDIARMID

Mrs. MacDiarmid of the Third Floor Fruits and Vegetables staff since 1948, retired on April 1. At a department gathering on her last day, she was presented with the gift of a wallet with currency.

MRS. E. E. HERALD

A member of Junior Dresses, Suits and Coats staff, Mrs. Herald retired on April 1 after serving the Company for eight years. She was honoured at a dinner party at Town and Country and presented with a gift of lingerie by her department friends. As we write, Mrs. Herald is on a retirement vacation trip to the south as far as Mexico.

Fred Game Retires on 45th Anniversary

It was a double celebration for Mr. F. Game, M.O. Men's and Boys' Furnishings, on Wednesday, April 24. He celebrated 45 years with the Company and also reached the day of his retirement. In the absence of Mr. G. Firth, Department Manager, Mr. A. M. Jenkins presented the department gift of a 35m.m. camera and screen. A widely known Eatonian, Fred was the recipient of many personal gifts and a constant stream of friends called throughout the day to offer their congratulations and good wishes.

To mark this very important day a dinner and dance in his honour was held that evening at the Parker House. On this occasion Mr. Jenkins made a further presentation of a screen projector, wishing Fred many years of happiness and lots of good "snapping." He then read the many congratulatory messages received and called upon Mr. H. A. Steele who was present. He enlightened the gathering on a few highlights of Fred's life during their friendship together immediately following World War I, when they camped along the banks of the Assiniboine River. Mr. Steele also presented Fred with two pictures of the camp.

Mr. Game thanked his many friends for their kindnesses shown him during his long years of service. A very enjoyable evening and a nice send-off to a good Eatonian.



Miss M. L. Nicholl Retires from the Mail Order

Lucy Nicholl retired from M.O. Money Returns on April 5 after nearly 33 years' service with the Company. She was presented with a lovely wrist watch from the fund. Previous to her departure, Lucy was guest of honour at a department dinner at the Homestead and was presented with the department gift of a travelling clock and handsome umbrella.

Under the heading "Lucy Retires," the Tribune recorded her "holiday-bound with corsage and send-off from friends at the C.P.R. station. She's Brown Owl of the 38th Brownie Pack at St. Phillip's, and Tawny Owl of the 40th Crippled Children's Pack. She was off to Montreal and Quebec city to visit a brother and nephew . . . and remarked that she would miss the day-to-day companionship of all her friends at work."



MRS. E. JEFFREY

Member of the Women's Dresses, Coats and Suits Department, Mrs. Jeffrey retired in April, having joined the Company in 1953. For a parting gift her colleagues presented her with an Aurora Borealis necklace and matching earrings.

MRS. ELLA M. BEATON

Good-byes were said recently to Mrs. E. M. Beaton by her colleagues in the Stationery and Books, when she took her retirement to go and live with members of her family in Trail, B.C. Mrs. Beaton had been with the Company for almost ten years.

Honours to Mr. Donald Hobson, Store Superintendent, B.C. Division, on Retirement



In its March issue, Eaton's staff magazine for British Columbia division pays a splendid tribute to the Eaton career of Mr. Don Hobson, who recently retired after serving the Company since August of 1909—almost 48 years!

"Growing in stature over the years with the Company," says the writer, "was Mr. Donald Hobson; he was built of the same qualities, he is the type of man that has made Eaton's what it is today."

Mr. Hobson went from Winnipeg to the new Regina branch from 1918 to 1921; then returned to Winnipeg, and when the Company expanded in the west he went to Edmonton Store as Superintendent in 1927. "When Eaton's progressed into British Columbia the man selected to direct customer service and staff supervision was Mr. Hobson; his years of accumulated experience and his own personality had made him a valuable asset to the Company." . . . And all his old Winnipeg and western colleagues will agree with those tributes! After eight years at the coast Mr. Hobson has now retired.

Our President, Mr. J. D. Eaton, and Vice-President, Mr. J. R. Jenkins, were present to honour Mr. Hobson at the reception by British Columbia stores' and branch stores' management. To quote the Vancouver scribe again: "All at Eaton's know he is enjoying a well-earned rest . . . a job has been very well done."

European Buying Offices Manager Retires

Mr. C. L. Bryant, manager of Eaton's European Buying Offices for some years, retired from active service with the Company on April 1. A party was held in his honour in London on Friday evening, March 29, and messages reached him at that time from the whole widespread system of Company stores, branches and buying offices. Mr. and Mrs. Bryant are at present enjoying a vacation in Canada. May it be a very pleasant visit to our shores and may it be the beginning of a long and healthful number of years of leisure, Mr. and Mrs. Bryant.

SAFETY WEEK—May 27 to June 1

SAFETY ALERTNESS—
Every Day in Every Way



THE HIGH AND THE MIGHTY!

Yes, High Aggregate winners, Second High Aggregate, and Divisional winners are all represented in this group.

High Aggregate—

TV Shipping, Joe Grassie holding the shield.

Second High Aggregate—

Box and Bag Factory and Farm Machinery tied. Harry Clarke (second from left) and Bert Hawthorne (right end).

Divisional Winners—

Represented by Joe Grassie (left); Box and Bag Factory, Harry Clarke (second from left); 253 Hardware stock, Jim Canty (third from left).

BIG NIGHT FOR WAREHOUSE STAFFS

Tuesday evening, April 30, over 300 Warehouse staff and guests met in the Grill Room for dinner and presentation of awards in the Warehouse Efficiency contest.

Addressing the gathering, Mr. Palk mentioned that regardless of standings, all who were in the contest earned an E for Effort. The three R's are being stressed again today, and rightly; but even arithmetic, while correct as to figuring, can break down in its application. The marvellous electronic brains can compute in seconds what human brains would take months to calculate—yet after all can only give material measures.

The person doing the job is what counts—the wife who's worth a thousand-dollar allowance on income tax, the kiddies a few hundred, of course are worth many times more. Who can calculate figures for the day's work for a mother with children? Or the service behind the sales?

When we say we had a number of incipient fires, let's not forget that if all were not properly handled, just one could do untold damage. In accidents there's more than the loss of pay or the various bills for hospital and medical, there is the hurt, the suffering, perhaps the permanent injury that figures do not cover.

He then complimented all those concerned on the good showing and co-operation in the contest, and mentioned how important good stock and shipping are—how they count in big orders and contracts the Company gets. They help to get business that provides the huge capital for Eaton expansion, carparks, new fluorescent lighting, etc., and projected warehouse accommodation. "We must maintain leadership and to do this must never underestimate the influence of individual effort."

Left side, top down—Mr. E. G. Rogers presenting second High Aggregate award to Mr. H. Clarke; Mr. F. G. Muirhead, High Aggregate award to Joe Grassie; Mr. B. C. Sutherland, three divisional awards, Jim Canty, Division C, accepting for Hardware.

Bottom — Chairman Mr. W. L. Palk delivers the keynote address, and right, Peg Johnston and Kay Shores who did the song and dance act on the Women's Curling Club Show (see also p. 6).



EATONIANS IN THE NEWS



CURLER'S DREAM COME TRUE!

'Twas a play-off game at the Winnipeg Winter Club early in April. Skip Gordon Muirhead (left) and his rink, also all Eatonians, broke the spirit of their opponents when they tallied this eight-count on the seventh end. Our photo is by courtesy of The Winnipeg Tribune who entitled it "The Last One" (of the season!). Left to right, the other Eatonians are W. Thomson, 3rd; J. Sutherland, 2nd; A. Harrison, lead.

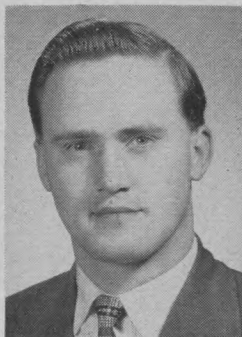
EATONIAN TENOR WINS IN FESTIVAL

Congratulations were showered on Arthur Querengesser of our Wages Office, for his successes in the recent Festival. First in the Tenor Solo, Grade B; then second in the Tudor Bowl competition which is the finals of all Grade B; first in the Piano-Lieder Class (with pianist Marnie Carter); he was also tied for second place—only one mark below the winner—for Grade B Sacred Solo. Both judges stated they liked his voice and style very much. All our best wishes, Mr. Querengesser, for future even greater success!



APPOINTED EXECUTIVE SECRETARY

Miss Margaret Bell (Elva, or Peggy, to her Eaton associates), who recently retired from our Sales and Expense office, was such a help in an emergency to the Manitoba School Trustees' Association that they have announced her appointment as Executive Secretary to the Association. Miss Bell, long active in the Professional and Business Women's Club, also Arts and Poetry Societies, and on the board of SHARE is to be congratulated on this responsible field for her abilities.



If you've tried lawn bowling—and like it—you'll enjoy bowling at Sargent Park with Eatonians—wives and husbands welcome to join!

If you haven't, we'd like you to come along and give it a try. It's a most enjoyable pastime, not strenuous, and played in pleasant surroundings on the greens at Sargent Park. Beginners gladly helped, and can soon acquire skill. Spe-

cial attention will be given beginners by our experts Bill Summers and Betty Munro. **OPENING NIGHT, TUESDAY, MAY 21.** Play every Tuesday and Thursday evenings at 7:30 p.m. Get in touch with LIL GREENBERG, Department 116, Mail Order; HARRY EVANS, Department 179 (W.B.O.); PERCY COOK, Department 123, Mail Order; W. SUMMERS, Department 1056; F. RENDALL, Department 132; J. MOORE, Department 122, Mail Order, for more information.

SIXTY-EIGHT ON FIRST EATON OVERSEAS FLIGHT TO LONDON FROM WINNIPEG; LEAVE MAY 31

Exciting is the word for this venture—Toronto Eatonians filled up several similar flights last year—Toronto and Montreal are both finding the flights very popular again this year. Winnipeg Eatonians leave on three special flights to Montreal, that same night leave for London on a big Douglas DC4 plane. Picture and story next issue will tell more about this grand holiday party.



5-Pin Mixed Bowling Party is Again a Highlight of the Spring Season



Above, top left: League champions and winners in Division 5, the Eagles—Bob Stacey, Alice Courteau, Lil Hudson, Pat Anderson and Henry Guenther.

Second row: Division 1 winners, Sparklers—Sig Sigvaldason, Jean Benvie, Nellie Sigvaldason, Betty Meiklejohn, Doug McGhee.

Above: Division 2 winners, Jeeps—Doris Slack, Bill Mitchell, Nettie McPherson, Al Sizeland, Gwen Jones.



Above: Division 3 winners, Dandies—Ernie Latter, Eleanor Sharpe, Jean Fairhall, Bette Hebb, Harold Brown.

Above: Division 4 winners, Selects: Marg McCutcheon, Ann Joss, Bert Donnelly, Mary Montford, Don Morrow.

These Four Made Tie Winners for Both High Averages



Left: Betty Stevenson and Donna Monchak who tied with the outstanding high average of 222. Donna had more games so had the honour of maintaining her average over the distance.

Right: Sig Sigvaldason again comes in at the top, tying Bill Liver at 226 high average, with Sig having played just three more games.

Talk about sharpshooting! However, watch out men, or the ladies will be topping your average!





"ROLLING HOME"

With the Trophies

Yes, the teams and members of the Eaton Mixed Five-Pin Bowling League who had rolled into the home stretch leading the field, got their rewards Saturday night, April 27, in the lovely Alexandra Room of the Royal Alexandra Hotel.

As shown in our pictures, left to right and down: Mr. Bruce Sutherland was on hand to hand out the Sutherland trophy for league championship—Captain Bob Stacey received it. Special awards went to Dorothea Hardiman and Ernie Wall for bowling superlative scores of 433 and 419 respectively. Dave Mackie, popular past president, did the honours.

Mr. F. G. Muirhead awarded all the Divisional trophies and prizes, as shown in second row left; and Mr. W. L. Palk, and left, Mrs. B. C. Sutherland. Below, the camera caught Bob Simpson and Jim Bewick who were among the five team captains who came up for their teams' Booster Night prizes.

President "Sig" is shown addressing the gathering and at his right may be glimpsed the face of Mrs. W. L. Palk, and left, Mrs. B. C. Sutherland. Below, the camera caught Bob Simpson and Jim Bewick who were among the five team captains who came up for their teams' Booster Night prizes.

A special feature of this year's speeches was the appearance of Past President George Firth in his present role of President of the Winnipeg Five-Pin Bowling Association, with a message from the Association to the Eatonians assembled.

Following the sumptuous banquet and awards, the hundreds of bowlers listened with pleasure to the singing of Roy Firth and Norma Vadeboncouer. After dispersal they all joined again for the dance in the Crystal Ballroom and a very happy time it was. A lovely party, well handled as usual, and well enjoyed by everybody who attended.



Department News from the Store

BASEMENT STORE

Meats—By W. Cuthbert

Congratulations to Mr. and Mrs. Paul Bigasas on the birth of their baby daughter, Dorothy, April 13.

Olga Polischuk is wearing a happy smile these days with that all-important finger nicely decorated with a diamond. The lucky lad is Roger Arnold. Congratulations.

A bit belated, but here's news of a party held by the girls in March at the home of Margaret Dawson when four former department girls were guests of honour. Alice Harcus, Flo Croft, Lil Pohl and Stella Jensen were each presented with gifts from the girls and the department. The evening was spent in games and refreshments with everyone having a good time. Thanks, Margaret, for your hospitality—and our wishes for a happy future to all four girls.

By this time we all know who are bowling champs of all Eaton's—no one else but our own Captain Bob Stacey and his gallant band of Eagles. Congratulations on bringing distinction to our department. We're proud of you, Bob, and your teammates. (See pages 14, 15.—Ed.). May you all keep on winning—and to our bowlers who didn't win—here's to future success!

Footwear—By E. Lobson

Congratulations, our Curling Champs—Jim McClure and Laurie Clark.

On March 24, with assistance of their wives, they captured the consolation event in the novelty bonspiel. April 3 their rink won the McGee cup, and on April 5th they were the Group 5 winners.

Our sincere sympathy is extended to Helen Greening in the loss of her father.

Foodateria—By Ruth Berg

June Brown was married April 26 to Ron Wilson. At a shower held by the girls, June received an electric fry pan, pop-up toaster, steam iron and a set of steak knives. Mr. P. Carr, department manager, presented June with the department gift of copper-bottom pots and pans. Hope you enjoy living in B.C., June.

Ann Cutting was married April 27 to Joe Normand. At a shower held by the girls, Ann received a lovely table lamp, coffee percolator and towels. Mr. Carr presented Ann with an electric fry pan and electric kettle on behalf of the department.

Joan Hunter was married May 11 to Ron Sparrow. At a shower held in her honour, Joan was the recipient of a lovely floor lamp, an aluminum canister set and a tray containing tumblers. Mr. Carr presented Joan with a walnut step table on behalf of the department.

Congratulations and best of luck to all these newlyweds.

* * *

MAIN FLOOR

Candies—By J. Newcombe

We are glad to see that John Seaborn of our stockroom is making a good recovery after a stay in hospital. A big hand to Bob Purdie who so ably took over during the Easter rush.

Mrs. Ericka Brown is also convalescing after a visit to the hospital, and we hope to have her back with us soon.

Congratulations to Mrs. Elsa Foster, our winner in the recent "Perfect Sales Check" contest.

Men's Footwear—By M. Williams

To Mr. and Mrs. R. A. Duval we extend our congratulations on the birth of their son March 31.

We wish Miss Isabelle Dunsheath a speedy recovery from a fall she had several weeks ago. Looking forward to having you back fully recovered real soon, Isabelle!

Drugs—By C. O'Kelly

Shown is young Bill Adams, son of Alex Adams of our Camera Section. Bill, a Tribune carrier, won the Judge Heaney award as outstanding player of the past Playground Hockey season.



The award is based on the boy's all-round character, playing ability, school work and family relationship. Bill played at the Principal Sparling School rink in the league and received his award at the Junior Chamber of Commerce Youth Development wind-up at the Valour Road Legion. Congratulations!

Mrs. Cochrane, Drug Order Board, has left us to concentrate on housekeeping. We shall miss her very much and we wish her good luck. Her farewell gifts included a bedspread, bath mat and various other personal gifts.

We are sorry to hear that Mrs. Johnston, also of the Order Board, is in hospital. We wish her a speedy recovery.

Another of our staff, Bert Ellis, is still absent through illness. We are hoping he will be back with us before long.

Francis Lowry is back and looking quite well again. We are indeed glad to see her.

Stationery and Books—By M. C.-Lawton

In the news again—Ray Monteith. The rink he was on won the McKeag curling trophy.

Ella Beaton left us to make her home in Trail B.C. Good luck, Ella!

Barbara Filmore was "gifted" by the girls in the office with a pen set on leaving for Montreal to take a special course. We wish her every success.

At Store closing on April 26 Mr. S. Florence presented Albert Krienke with fishing tackle so that he may indulge in his favorite sport at the west coast. From the girls in the Book Section he received cigarettes. On Monday, April 29 a dinner was held in his honour at the Nanking House and a sports shirt was presented. These gifts carry the good wishes of all Albert's fellow-workers for health and happiness in his new locale.

Notions—By V. Gillespie

Congratulations to Mr. Herriot, our Assistant, and to Mrs. Herriot, on the birth of a baby daughter, Barbara Louise, March 22.

Congratulations to Ruby Williams, Signature in our department, who celebrated 30 years with Eaton's on April 9. From the department Ruby received a gift of table silver, with flowers and corsage; also numerous other gifts and congratulatory messages and visits from her many friends.

Margaret Setter bride-to-be of May 8, was honoured with a miscellaneous shower at the home of Jean Kellas. Everybody had a most enjoyable time, and Doreen Romanon was the lucky winner of the door prize.

We were very sorry to say goodbye to Norma Falls. Before leaving Norma was entertained by her numerous friends at a dinner held at Moore's when she received a gift of lingerie. From the department she received a car coat.

* * *

SECOND FLOOR

Women's Footwear—By M. Pohl

Glad to hear that Margaret Raynor is doing very well after her recent operation at St. Boniface Hospital.

Happy to announce that Rosetta DuVal has celebrated membership in the grandmothers' club once again, with the arrival of her grandson, Frank.

Caretaking

Nice letter to Mr. Tom Giles from a Mr. Karl Bonk, now moved on to another location, who worked at Eaton's when he first arrived: "I take this way of saying 'good-bye' (a typed letter) as I am still unable to lead a conversation in English. I shall always gratefully remember you, who gave me the chance of employment. I liked my work quite well; however, due to my age it became too hard. "I was extremely impressed by the fairness of Canadians, especially my fellow-workers."

Proud father these days is Louis Patenaude whose daughter Lucille, 11 years, won the Junior Piano Scholarship in Eaton's Good Deed Club competition.

Russell Thompson, Mail Order doorman, also is proud of his daughter Gwen. Playing in the Senior Girls' Violin Concerto competition at the Festival, Gwen, although only ten years old, tied at the top with two others, scoring 85 marks.

Patterns

Wonder how many save their "starting cards" from 'way back? Miss Beatrice Hoover who joined Eaton's in November, 1927, just showed hers to us. The Pattern Department then was in the Notions; her number 205—62.

Among the closely typed rules and instructions, some of course different from today's, we were struck by the awareness of our Company then, as always, as to the need for good public relations. Says the card, in large print: "Always remember that any person visiting the Store is our Guest and that you are our representative. We invite customers here to do their shopping, and the impression with which they leave the Store is either good or bad according to the attention they receive."

Fancy Goods Workroom—By J. Wankling

The staff of W1024 held a shower in honour of Miss Dorothy Antoine. We hope it will pretty up her charcoal and pink kitchen. The lucky fellow is Constable William Caton of the R.C.M.P.

Personnel Offices

Thursday, April 25, the Personnel staffs joined in honouring Mrs. Lil Vadeboncouer who was transferred to the Fashion and Wedding Bureau. She was presented with a handsome desk pen set, with all our congratulations and best wishes for further success.

Yvonne Crawford, of Job Evaluation, left us recently to devote full time to her home-keeping. As a parting gift she was presented with a sterling silver bracelet. Every good wish for the future, Yvonne!

Our sincere sympathy is extended to Miss Nettie McPherson and family in the recent loss of her father.

* * *

THIRD FLOOR

Hardware—By H. Smith

The girls in the department held a shower April 17 at Wah-Lai Gardens in honour of Gerry Zukor whose marriage to Ted Jenkins took place May 4. Gerry was presented with a corsage and with gifts of a set of cast aluminiumware and pink gadgets.

We offer our condolences to Mr. W. L. Cable whose mother passed away April 8 in Brandon.

Meats—By H. Dawson

A hearty welcome to two new members of our selling staff, Mr. Earl Jones and Mr. Albert Porter. We hope they will both enjoy working with us.

We are sorry to lose two ladies from our staff, Mrs. Wheal and Mrs. Matthewson.

Welcome back to Billie Harrison who has been away on account of ill health. We hope you are feeling fit, Billie.

* * *

FOURTH FLOOR

Women's Sportswear—By E. Branton

We really thought "Little Black Sambo" was coming into our department on a recent Monday morning—but after a good second look saw that it was John Allemand back from a very enjoyable holiday in Florida.

Misses Coats and Suits—By M. Bowen

Welcome back to Miss Eba Cummings after a rather lengthy absence caused by a broken ankle sustained just after Christmas. We hope that she will be fully "mobile" shortly and the ankle as good as new!

Lingerie—By B. O'Brien

To John Davis, our stock boy, we said farewell and presented him with a pen and pencil set from the department.

Miss Thomas (Sleepwear) who at the time of writing, is waiting to enter hospital, will we hope, have a short stay only, and will be back with us soon.

"The Bra" counter welcomes Mrs. Ross to the "charmed" circle. May she enjoy working with our big, happy family.

Beauty Shops—By S. Proctor

Congratulations were the order of the day on April 14 for our stylist, Mr. John, and his wife, on the arrival of that brand new baby boy!

Also on April 24 to Mr. and Mrs. Lord on the arrival of a baby girl.

Mrs. P. Crowe is in a daze these days ever since, in fact, that moment when Roy Bittner slipped that sparkler on that certain finger. Congratulations!

* * *

SIXTH FLOOR

Carpets—By Gladys McLean

Congratulations to Mrs. Ehman who is a grandmother again, her daughter in Regina having had a baby boy.

Nice to see Mr. Jephson back from his trip to Florida with a lovely tan. Wonder how many fish he caught?

We were all very sorry to hear of Bill Robinson's car accident and hope his wife Olga will soon be feeling better.

We now have some TV celebrities in our department as some of the boys were seen at the opening of the West Kildonan Golf Club; also Ted Keena was on Spotlight when the Shriners were advertising the circus.

We hope May Parker is having a lovely holiday in Florida and Havana.

Hello to Bert Philpott who is still on the convalescent list.

General Office

The G.O. ended another successful year of curling with Mike Tomlinson's rink capturing the trophies. Mike's assistants in this feat were Annette Brown, Leslie Parsons and Beth Hendry. Runners-up were Frank Taylor, Ida Smith, Larry Thomson and Claudette Enge.

Our best wishes go to Dorothy Gabel and Dennis McKay who were married in St. Paul's United Church, April 13. The department gave Dorothy a toaster.

Sorry to say good-bye to Lois Whiteside—here's wishing you all the best, Lois. As a parting token Lois received a gift of china.

Congratulations to Frank Taylor on his recent appointment, Department Manager of Brandon General Office and Head Cash. Frank received a desk set as a parting token from his associates, with all our best wishes.

We extend our sympathy to Lillian Paxton in the recent loss of her mother.

* * *

SEVENTH FLOOR

Contract Sales—By J. Chorny

To two new members in our department, Mr. Joe Green who was transferred from the Carpet Department, and Mrs. Olive Kenopic from M.O. Boys Wear, we say "Welcome, and hope that you will enjoy being with us." Also a belated welcome to Mr. Len Lasota who came to us from the Furniture Department. Sorry we're a little late, Len.

It was nice having Mrs. Eleanor Smith back for a short period giving us a helping hand in our Interior Designing Department.

EIGHTH FLOOR

Women's Garment Alterations—By A. Smith

Good-bye and good luck to Mrs. E. Radley who left recently to make her home in Guelph, Ontario. Mrs. Radley received a travelling case from the department and personal gifts from her friends.

Congratulations to Mr. and Mrs. W. Sawka on the birth of a daughter on April 22.

We wish to extend our deepest sympathy to Mrs. D. Stover and family in the loss of her brother, Mr. J. H. Seddon of Brandon, Man.

Glad to report that Mrs. M. Ritchie is now out of the hospital and is convalescing at home. Hope to have you back with us soon, Mrs. Ritchie.

Budget Plan—By Edna Tamplin

Farewells have been said to several members of our staff during the past few weeks. We were sorry to say good-bye to Mrs. Doris Brown and Miss Lorraine Crozier, two of the senior members of the office.

Mrs. Brown is making housekeeping a full-time job, and on her departure was presented with a lovely mirror from the department and beautiful lamp from the gals. All the best to you, Doris; come to see us now and again.

Miss Lorraine Crozier left to make her home in Vancouver; we will certainly miss her. Lorraine's souvenir was a gift of luggage from the department. She was also guest of honour at a supper held at the Homestead where she was the recipient of a train case. The best of luck at the coast, Lorraine!

We were also sorry to bid farewell to Monica Dumonceaux and Brian Parker, two more recent colleagues. Brian was presented with a lighter and wallet from the staff, and Monica was the recipient of a lovely handbag from the girls in her section. Best of luck to both!

Our deepest sympathy is extended to Mr. Bill McEwing in the recent loss of his father-in-law.

D.A. Office

By B. Hammond and P. Wasaty

A shower was held at the Holiday Restaurant for Margaret Jones. The hostesses, Ann Clarkson and Lorraine Runzer, presented Margaret with an electric fry pan and steam iron from the girls.

When Yvette Barnbrook left to take up housekeeping the office staff gave her lingerie. Don't work too hard, Yvette!

Mr. R. M. Clark presented Joyce Rhone with a Lazy Susan when she left to be married to Douglas Kendel. Best wishes from the staff, Joyce and Doug.

Our heartiest congratulations to curlers Ralph M. Clark and Jack Geddes who were on the team which won the McGee trophy. We wonder if this sweeping skill comes naturally or was it something they learned around home?

* * *

ELEVATOR UPS AND DOWNS

By Aldous Brow

The very best of luck to Doug Walker and Bill Fehr. Doug left to make his home in Seattle, Washington, and Bill went to his home near Morden.

To the new members of our staff: Deborah Homeniuk, Bob Garrett, Alfred Littler and George Pelissier, we say "welcome" and hope you stay with us will be a pleasant one.

Congratulations to Daisy Cook who received a beautiful diamond from Fred Ross, R.C.N., of Esquimalt, B.C., last April 8.

"All the nice girls love a sailor."

The best of luck to you, Daisy and Fred.

* * *

DELIVERY

Congratulations to Mr. and Mrs. W. Funk on the arrival of Jerry Richard at Concordia Hospital, Sunday, March 31, 1957, weight 8 lb. 8 oz.

Welcome back after lengthy illnesses to Frank Horne, Jim Mitchell and G. Bevan.

Eighteen

"Twenty-Four" Curling Club

The Twenty-Four Curling Club which is made up of men employees from the Delivery and the Garage, held their wind-up on Saturday, April 6, at the St. Vital Legion. Skip Lorne Glazier and his team were club champs and also the winners of "A" Division and they received individual cups and wallets. Skip Bob Simpson and his team were winners of "B" Division and they received belts—Mr. D. McFadzean, club president, making the presentations. The evening concluded with dancing, a very enjoyable time was had by all.

Wedding bells will ring May 4 when Pearle Palahitski will become the bride of George Sanjuk.

In honour of Pearle (known as P.P.), Miss Kathleen Cross entertained at her home during the week-end, at a coffee party. A presentation of a General Electric Mixette was made by Mr. A. Arnason. Presiding over the coffee cups was Mrs. A. Arnason assisted by Mrs. F. C. W. Rice and Miss Edythe Course. A department presentation of a beautiful tri-light floor lamp was made to Miss Palahitski on the day of her departure from our midst.

Our deepest sympathy to Mr. George Bowering on the death of his sister, Miss Myrtle Bowering, who passed away in Vancouver.

* * *

CARTAGE

Saturday, April 27, the Charleswood Curling Club hall was the scene of a stag in honour of Mr. C. Grewar (retired), Mr. H. MacDonald (retiring May 3), and Mr. J. Mitchell celebrating 45 years' service with the Company. Mr. Arnason made a presentation to each on behalf of the assemblage. Approximately 80 business associates and friends attended and a good time was enjoyed.

* * *

ENGINEERS

Editorial apologies to the hockey player shown here: George Leitold of the Engineers, member of the Eaton Gremlins and of the Mail Order Booster Night team. April issue had George listed in the wrong name.



In the Mail Bag

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By Olive Thompson

Congratulations to these lucky girls on their engagements: Marion Smart, Sadie Matechuk, Marlene Fidler, Kay Westra, Angelene Mlynarowich.

Sorry to say good-bye to Elsie Jenner who left us April 12 to be married to Bill Vielhaber on May 18 at St. Edward's Church. Elsie received from friends in the department a blanket and a set of dishes and other personal gifts; and a steam iron from the fund.

Marie Pariseau left April 27 to be married to John Nolette at St. Boniface Cathedral. Marie was presented with a bedthrow and pillow slips.

Gloria Watson left April 5 and was married April 6 to Mielon Halm.

To all these newlyweds good wishes for married happiness.

Glad to report Vera Giesbrecht back after her short stay in hospital.

We are sorry to report Bob McEachern, John Ferguson and Lena Dzman away ill. Hope to see them back with us soon.

All our good wishes to Lucy Nicholl whose retirement is reported in this issue.

FOURTH FLOOR

Women's Footwear—By N. McDonald

Wedding bells rang at Rosedale United Church May 4 for Sophia Robertson. Lucky man was Edward Ledwos.

A miscellaneous shower was held May 12 at the Homestead by the girls in the department, when Sophia received many beautiful gifts.

On leaving Sophia was the recipient of a bedthrow presented by Mr. McGregor on behalf of the staff. Sophia also received gifts too numerous to mention from her many friends in the Store and Mail.

We welcome Maddy Savage back after being hospitalized for quite a spell.

* * *

FIFTH FLOOR

Stationery and Books

We are pleased to report that Beth Bruce is coming along nicely after undergoing an operation. All the best to you, Beth, from all of us.

Welcome back, Irene MacDonald and Nellie Davies, after their recent short illnesses.

* * *

SIXTH FLOOR

Draperies—By Ruth Hodgson

There's a twinkle in the eyes of Anne Neufeld these days to match the sparkle on her left hand. The lucky man is Peter Funk. Congratulations, Anne.

* * *

SEVENTH FLOOR

M.O. Copying—By M. Shepherd

Mardina Porteous received a sweater from the girls when she left recently.

Easter engagement diamonds were received by Virginia McLeod from Wesley Hale and Chris Sessan from Steve Keicher. Congratulations, girls!

A clock radio was the department's gift to Ann Kortash when she transferred to the M.O. Notions Department. We wish you much success, Ann.

Women's Coats and Suits—By D. Wright

Our two most travelled girls are back from their recent vacations. Winnie Bowley had a wonderful trip 'way down sunny south to the Mardi Gras in New Orleans. She came back just bursting to tell us all about it (and, we might add, minus the southern drawl). She attended all the fabulous parades, the Royal Ball, and she collected oodles of souvenirs. "Oh, that southern cooking," says Winnie, "would make yo' lil ole mouf watah!"

Jennie Berke recently returned from a very enjoyable holiday to Vancouver and Seattle.

We had a very nice visit from a former member of our staff, Bill Dolding, who left us to join the R.C.A.F. Bill has been stationed up north all winter in Resolute Bay. It's always nice to see you, Bill, so drop up and see us again.

Children's Wear—By Loretta Bruchanski

We are sorry to report that Millie Martin is in hospital after undergoing an operation. We wish you a speedy recovery and return, Millie.

Congratulations to Mr. Young and his team on winning the Combines Bowling League trophy.

Addy Stone has just returned from a month's holiday in Vancouver and Seattle.

The all-important dates have been set for the marriages of Agnes Faraci to John LaMonica on June 1; Helen Lehman to Rene Bouvier on June 15; and Clara Petryk to Roy Smiley on August 3.

Our deepest sympathy is extended to Mr. W. Young on the recent loss of his mother.

Lingerie—By Bea Nash

Very best wishes to Irene Chambers who left on April 12 to become the bride of Mr. Nick Bohay. A gift of linens from the department was presented by Mr. R. Chatfield. Irene was entertained at a miscellaneous shower at the home of Ada Flockton prior to her marriage.

Sorry to report Paul Dryden is away ill. We all wish him a speedy recovery.

Cashiers—By O. Quinlan

We join in congratulating Mr. E. Wall on receiving a trophy at the recent Bowling banquet for the men's High Single game for the season.

Budget Plan—By Janet Britain

Congratulations to Bernice Monkman on her recent engagement to Ray Lechman. No date has been set yet for that all-important walk down the aisle.

Also we'd like to say a hearty "Welcome Back" to Mr. Otley, Lorraine Adams and Edna Johnson on their return from "sick bay."

* * *

EIGHTH FLOOR

Men's Clothing—By F. Paget

Our Harry Repeta recently became the proud father of a six-pound baby son. It's his first son and we'll bet there wasn't a happier man over the Easter week-end. Congratulations!

The sympathy of the department is extended to Gilbert Clarke in the passing of his mother.

Boys' Clothing—By M. Zarzycki and M. Kowal

The best of luck to Olive Kenopic who has transferred to the Contract Accounts office. We wish her every success in her new job.

Another member of our staff, Mrs. Elaine Fraser, has left us to reside in Atikokan. On behalf of the staff, Mr. A. Parker presented Mrs. Kenopic and Mrs. Fraser with gifts. The best of luck in your new home, Elaine!

May 4 was a very happy day for Jeanette Cote when she became the bride of Rene De Gagne. The day Jeanette left Mr. W. Reid did the honours in presenting her with a beautiful woollen blanket. We wish Jeanette and Rene every success and happiness.

Catalogue Distribution, Salesroom, Inquiries, etc.—By M. Taylor

Congratulations to Denise Bours and Gladys Butler who are now wearing lovely engagement diamonds, both received on April 6.

Olga Fast left us April 5 to be married. She was presented with a modern metal ironing board and numerous other personal gifts.

Aileen Dufly left on April 18 to be married. She received a wool bedthrow from the department and numerous other gifts from friends.

To our colleagues in 159 (Inquiries) who now are with Department 117 (Correspondence), all our best wishes. We'll miss you, girls.

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NINTH FLOOR

Men's and Boys' Furnishings—By D. Dee

To Mr. Fred Game who retired on Wednesday, April 24, we extend sincere wishes that much happiness be afforded him during his leisure years. For further news see Retirement in this issue.

Also on April 24 Mr. Jack Watt, who came to us from the Store Hardware Department three years ago, left us. On behalf of the department, Mr. A. M. Jenkins made the presentation of an electric frying pan. The gift of a Parker pen from a group of his "lady admirers" was also made to Mr. Watt. Best of luck, Jack.



On April 12 Mr. Samuel Poole celebrated his 45th anniversary with the Company. Fourteen of those years have been spent with the M.O. Jewellery. The department gift of a Brownie movie camera was presented by Mr. D. S. Dewar who thanked Mr. Poole for his devoted work and expressed the best wishes of the staff for many more healthy, happy years.

Sam received numerous wires and letters from friends coast to coast and also a letter of congratulation from our department manager, Mr. R. Robertson, who was holidaying in Trinidad. Mr. Poole was the recipient of many personal gifts and friends dropped in all day long to offer their congratulations.

A dinner was held at the Shamrock where he was presented with colour films for the new camera. The evening was rounded off by a very enjoyable time at the home of Mr. and Mrs. Poole.

The men from the Store and M.O. Jewellery and workroom staffs held a stag in the rumpus room at the home of Dunny Dewar in honour of Sam Poole. He was presented with a four-light bar for his camera and an ice bucket. We hear the boys had a great time; also understand they heard young Heather Dewar's voice in the wee hours "Mummy when are the boys going to stop staggering?"

Congratulations, Sam, on your grand Eaton service, and best wishes for the future!

Mr. and Mrs. R. Robertson and daughter Linda flew to Trinidad for a month's vacation with their son, daughter-in-law and little grandson.

Our sincere sympathy to Miss Hazel Moore whose father passed away on April 15.

Notions—By H. Price

April 24 was the day our bridegroom-to-be, Jack Day, was presented with an electric frying pan by Mr. J. Aker on behalf of the department. Personal gifts were also in evidence.

Jack was married to Marlene Klassen on April 26 at St. Thomas Anglican Church. All our wishes for long years of wedded bliss.

ALEXANDER AVENUE WAREHOUSE

Printing Plant

George Matthews Honoured on 35th Anniversary with Eaton's

Mr. Matthews, who has been for some years the foreman of the Composing Room and job printing at the Printing Plant, is a real "Eaton product" as far as his career is concerned.

He started in the Printing Department as a boy and learned his trade there—so well that he rose to be in charge of the shop.

His anniversary was celebrated on April 10, and on behalf of his colleagues, Mr. L. Wimble made the presentation of a mantel radio. From the department girls Mr. Matthews also received a smart "silent butler" table ash tray. Contacts joins with all who use the services of Printing—and they are many—in congratulating this helpful friend and wishing George many more happy healthful and progressive Eaton years!

Pleased to see Ken McLaughlin is able to be back to work after his accident.

Mr. Ainslie Watson is holidaying in sunny California, enjoying the sunshine and beauties of Los Angeles and Mexico. He is accompanied by his wife, Eileen.



Furniture Stock

Jack J. McGee Reaches 35th Anniversary with Eaton's



Mr. McGee was born in County Tipperary, Ireland, came to Canada when young, and joined Eaton's in Toronto 35 years ago. He worked in Toronto, Hamilton and Kitchener stores before coming west to Winnipeg, where he has raised a family.

On April 18 his colleagues gathered to congratulate Jack on his long-service anniversary, and we join in wishing

him many more years of happy, healthful service with the Company.

LATE NEWS—SIXTH FLOOR, STORE

General Office Correspondence
By B. Hendry

Isabelle Greenwood left us recently to prepare for her coming wedding, May 18. Before she left, Isabelle was presented with a beautiful clock-radio from the General Office.

A combined office shower was held in her honour at the Badminton Club, Monday, April 15, when Isabelle received a place setting for eight in Irene crystal, also a table lamp. Sorry to see you go, Isabelle, but we wish you long and happy wedded life.

To Mr. Al Sizeland, now in charge of our section, we say "Welcome to the Correspondence Office." Welcome also to Joyce Hunter, new to our staff.

Glad to hear Joan Kellner is feeling much better and will be back with us very soon.

COMING NEWS — for June Issue — will include Bridge Club and Badminton Club wind-up parties and prize awards.

From Engineering at this time
We have no Andersonian rhyme,
But we shall hope he'll be back soon
To write of Roses, Brides and June!

—Ed.

Keep corners, aisles, stairways free of rubbish and hazards—it may be your own life and limbs you'll save from fire or accident!

PUBLIC SPEAKING COURSE "GRADUATES"



Standing, left to right: Mr. B. Wilman, M.O. Packing; Mr. T. P. Murphy, Electric Refrigerators; Mr. W. S. Arnold, Electric Refrigerators; Miss Mary Whelan, Lower-Priced Store, 5c-\$3.00; Mrs. Elena MacCourt, Piece Goods; Mr. Norman E. Becker, Plumbing Furnaces, etc.; Mr. Alfred Rempel, M.O. Routing.

Seated, left to right: Mrs. Burnice Britts, Notions; Mrs. Millie Evans, Notions; Mrs. Dorothy Newman, M.O. Adjusting; Miss Florence Edwards, M.O. Catalogue Distribution; Mrs. Sylvia Bjornson, Drugs.

Twelve-Week Course Trains 26 Eatonians

Just some of the 26 members of the Spring Public Speaking class are shown above. Others were: Miss E. Buffle, Women's Apparel; Miss H. Brooks, D.A., etc.; P. Cantafio, M.O. Postal etc. Investigation; H. Insch, Lower-Priced Store Piece Goods, etc.; Mrs. M. McNab, Electricals; Miss J. McTavish, Construction Office; K. Merrett, M.O. Sportswear; J. Nadeau, Winnipeg Buying Office; Miss D. Perry, Wages Office; R. Sinclair, Washers, etc.; Miss I. Sternastek, M.O. Young People's Footwear;

Miss K. Thiessen, M.O. Packing office; Miss I. Walters, M. O. Men's Footwear.

Organized and directed by Staff Training, the class was instructed by Miss Ruth Brownbridge, Winnipeg schools speech specialist. These classes have been proving so popular that there is no difficulty filling each one. It is good training not only for club and social activities, but a practical help also for those engaged in selling, to learn how to marshal and present facts and information.

RETIRED EATONIANS' NEWS

From a column in a coast newspaper, received from his family at Vancouver, we are indebted to Mr. W. Rodway of the Furniture Department for being able to quote part of this tribute to a retired Winnipeg Eatonian:

Night Watch

By Christy McDewitt

Whenever the cares and trials of age crowd me, I think of Robert H. Hutton and immediately a patch of blue illuminates the gun-metal sky. . . . For a number of years Bob has lived in Lynn Valley; I met him first when I was editing a weekly. Bob was our advertising salesman and had mastered the art of attracting new business by penning a column each week about the men he served—a simple column jam-packed with human interest.

He had worked in one of Canada's big department store organizations, and reached retirement age looking younger than many who started work much later. Today he reminds me of a gentle pixie; never heard him say a derogatory word about anyone; never once have I caught him with his spirits depressed.

He has had more than his rightful share of rebuffs, but I believe it has been his inner strength which has held him erect at times when men of less spiritual quality would have succumbed. . . . I encountered him again one day last week. There may be many Bob Huttons in the world, but I have never met one who has so impressed me. Lynn Valley and North Vancouver are much richer because of his presence."

Retired Eatonian Shares Memories

Miss Dorothy Bowery worked in Winnipeg Fancy Goods Workroom for 32 years, and retired in 1950. So she knew a good deal of Eaton's early times herself, and she was on hand promptly when Lady Eaton was here, to get an autographed copy of "Memory's Wall" and share in the author's memories. And when our roving camera came along, Miss Bowery (shown here) was just in line for her book. Congratulations!



From Bill Boorman, we hear as follows: "I thoroughly enjoy reading Contacts every month although there are many new faces. It is a pleasure to follow the growing activities and enthusiasm still carried on in the wonderful organization. I shall miss the great number of retired Eatonians here in Victoria, but it is necessary for me to move. My kindest regards to all those I knew and worked with, and same to you, Bill. Please change my address to Box 476, Spirit River, Alta."—And every good luck to you, Mr. Boorman, in your new home.—Ed.

Sincere sympathy is extended to Mr. A. D. MacDonald, retired, in the recent death of his mother.



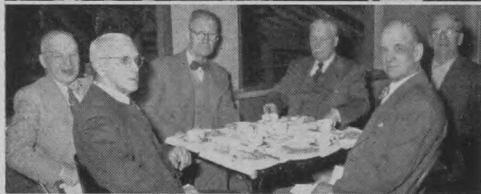
"WHAT'S NEW" AROUND THE STORE

Above—The Men's Casual Shop. A new centre in Main Floor Men's Clothing for the man who's looking for the latest and best in a choice of casual clothing and haberdashery. Today, as never before, the sport coat and jacket, the dress and sport slacks, the accompanying shirts and furnishings, and the summer-weight suit, all rank high in a man's wardrobe. He'll find them here in a wonderfully wide range of good qualities—and featuring many exclusive imports, too!

Below—The Summer Colony of Furniture in an idyllic setting of burgeoning trees, gay flowers and a cool, splashing, illuminated fountain. Here on the Seventh Floor are the newest items in patio and porch, lawn and garden comforts and utilities—settees, chairs, tables, great gorgeous shade umbrellas! So light in their modern metal are these chairs and lounges—so carefree in their modern coverings that don't have to scurry for shelter in a shower or hide from the sun and the weather.

Both settings a credit to the Display and Merchandise Departments!





SEASON'S END

For Retired Men's Curling Club

The pleasant weather on Monday, April 22, left no doubt that winter was finished—as was the ice at the curling rink! Retired Eaton men to the number of over 50 met and enjoyed a buffet lunch.

As the informal meeting opened afterwards, a period of silence was observed in honour of George Smith, club director and faithful member, who was being buried

that day and whose funeral a goodly number of the club members attended.

Gordon Angus, president, gave a brief resume of club activities, and said they had had a good time together. Mr. B. C. Scrivener said how much he liked coming there to meet so "good-natured a bunch of men" and again reminded them that their friendship "formed in business and carried over into retirement," was a precious thing and not to be treated lightly. New officers will be elected at next season's first meeting.

(Members: To facilitate your seeing the photos from which our picture was made, Portrait Studio will have a set available at studio office, fifth floor of the Store.)

THE EATON ANGLING CLUB

The club meets on the fourth Thursday of every month, except December, in the Free Press Board Room.

The Club had one of its most successful Rainbow Trout Trips May 4 week-end to Camp Lake. Twenty-eight fishermen took out a total of 29 fish—an excellent record for landing these game fighters. Many more were lost because the rainbow is one of the scrappiest fish in Manitoba waters.

Wilf Campbell's 4½-lb. trout puts him well in the lead for the Club's rainbow trout trophy. Henry Goertzen accounted for a 2-lb. beauty.



Eatonian men are welcome to the Club—next meeting Thursday, May 23, 8:30 p.m.

REMEMBER—SHOAL LAKE TRAIN TRIP Monday, May 20! Train leaves G.W. W.D. station (Plinquet Street) at 5 a.m. Daylight Saving Time. About sold out as we write—check for available tickets with J. Johansson, Sporting Goods; Pat Carr, Foodateria; Peter Scot, Men's Clothing, or Jack Fail, Dispatch.

CLEAN UP FOR SAFETY WEEK—May 27 to June 1

Good Deed Winners Appear on TV and Radio



Above—Violet Greengrass, 15, Senior Vocal; Ailsa Lawson, 13, Senior Piano; Elaine Reynolds, 13, Senior Accordion; Heather Isbell, 9, Elocution; Donald Whyte, 14, Senior Violin.



Above—Lucille Patenaude, 11, Junior Piano; Darlene Chaikowsky, 11, Junior Vocal; Donald Mes-
tery, 7, Junior Accordion; Geraldine Hannah, 12, Junior Violin tied with Carlisle Wilson, 12.

A number of these talented young people had also won honours at the Manitoba Festival and were complimented by the M.C. as they were presented.

The ten young people shown here are the season's winners of Eaton's Good Deed Club Scholarships. To win these scholarships they competed in a total of over 200 children under 16 years of age. Every one of these competitors had appeared on at least one Eaton Good Deed Club program, heard every Saturday morning at 10:30 over CBW, during the winter season. Adjudicators were Mrs. Berylthe Birse, Mr. Chester Duncan and Mr. J. M. Sinclair.

The wide audience of TV viewers saw these winners on a half-hour show over CBWT.

Thursday evening at 6:30. It was M.C'd by Bob Willson, their regular announcer; and made a bright and entertaining program which was a credit to the Club.

Mr. John Bruce, Advertising Manager and Club Director, and Miss Catherine Pacey, Club Secretary, also performed their "numbers" very effectively. The program was then repeated at 7 over CBW radio—a great evening for a group of hard-working and competent young musicians, vocalists and elocutionists.



GOOD DEED CHOIR'S FINE SHOWING IN THE FESTIVAL

The 92-member choir, shown, includes two boys' and girls' ensembles of 20 voices each. The Ensemble No. 1 scored highest marks among four ensembles, scoring 89 and 90 for 179 and winning over Kelvin and Isaac Newton

schools. Shown in the middle of the group are Harold Green, accompanist; Catherine Pacey, Club secretary; Bob Willson, M.C. of Good Deed Club shows; Olga Irwin, choir and ensembles conductor.

Public Relations for Merchandisers

Assistants' Association Addressed by Mr. H. Brock Smith
on Importance of Customer Communications

The speaker shown right, now Divisional Manager here for Investors' Syndicate of Canada Ltd., said that he felt quite at home in the store and in the company of his audience because a large part of his own training and experience had been with departmental stores, where he had risen through advertising and sales promotion to Sales Manager before going into the investment field.

Mr. Smith's experiences had been first as school teacher and then in newspaper work, giving him many contacts with people both as individuals and groups. Pointing up his talk with anecdotes both humorous and otherwise, he described how public relations from being a casual adjunct of advertising and publicity, had now become a large and forceful sphere. Today companies realize that many "blind spots" can develop in systems or attitudes. We must seek these out and correct them—and after correcting, do something to heal the sore spots and recapture customers' confidence.

Important, too, are good employee relations; those in charge, such as his audience, must learn how to instruct and correct in a manner not to destroy their leadership value and the confidence of those working with them. Loyalty of staff is a great ingredient in the business, and he had always believed in and marvelled at this quality in Eaton's, even when he worked in rival fields. In every way, in every detail of the business, "everybody has the responsibility of good public relations."

Following the meeting, a short election campaign was completed, and officers and committees elected for next season. Mr. Jack Marshall, Assistant in Store Drugs, is the new president, and was handed the gavel by retiring President Merv McKenzie of M.O. Lingerie, with every wish for success in his coming term of office.



Long-Term Anniversaries, May 15 - June 19

FORTY YEARS

N. Livingston, Stock Audit.....May 28

THIRTY-FIVE YEARS

Miss B. Towall, Sporting Goods.....May 17

Mr. N. S. Brook Supt's. Office.....May 25

Miss C. Brooks, Piece Goods.....May 29

Mr. J. Anderson, Fire Protection.....June 9

Miss M. A. Y. McKay,
Wages OfficeJune 19

TWENTY-FIVE YEARS

Miss I. F. Laing,
Fancy Goods Workroom.....May 26

Mrs. A. Reid, Deposit Accounts.....June 6

THE EATON TENNIS CLUB

is planning its 1957 activities now. Play will be at the **Winnipeg Canoe Club**. Special Low Rates for Eatonians—One Evening per Week.

Watch for further details and announcements on bulletin boards regarding the

OPENING BOOSTER NIGHT

For information, otherwise, see Mr. D. McPherson, Employment Office; Mr. Lisle Kivell, Store Millinery, or Miss Diane Taylor, Sales and Expense Office, Store.

EATON MEN'S GOLF CLUB

Dates to Remember; at ELMHURST.

Seniors' and Grandfathers' Day

\$3.00 including play and dinner

Monday Afternoon, May 27

Class Field Days

A, Monday, June 3; B, Wednesday, June 5;
C, Monday, June 10; D, Tuesday, June 11;
E, Thursday, June 13.

Class Field Day entries closed May 15; for any details or information check with club representatives — full list page 9, April Contacts; or phone Secretary R. O. Adams, 168 Department, to put you in touch with proper person.



CONTACTS

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Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg Store

Department W260—Radios, Television, Musical Instruments, Phonographs, Records, Sheet Music;

Department W1060 — Radio and Television Service and Repair;

Department W360—Pianos and Organs:

MR. R. F. KEHLER, Department Manager.

Department W277 — Electrical Accessories, Fixtures and Appliances, Plug-in Fire Grates and Fireside Fittings, Ranges, Electric Humidifiers, Electric, Oil, Coleman and Gasoline Lamps, Mantels and Lighting Fixtures;

Department W1077—Electrical Workroom:

MR. L. W. WADDELL, Department Manager.

Department W204 — Women's, Misses' and Children's Millinery, Self-Serve Millinery, Flowers, Decorative Flowers and Accessories:

MISS F. K. HAMILTON, Department Manager.

Department W241—Junior Dresses, Coats and Suits:

MISS G. CLARK, Department Manager.

Department W341—Misses' Dresses:

MISS N. OLSEN, Department Manager.

Brandon, Manitoba

General Office, Head Cashiers, Wages Office, Mail Order Office, Shopping Service and Delivery:

MR. F. W. TAYLOR, Department Manager.

Calgary, Alberta

Department C253—Hardware, House Wares, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Tires and Tubes:

MR. J. E. CASSIDY, Assistant (Sections 27, 61 and 63).

Edmonton, Alberta

Department E222—Notions, Fancy Goods and Wools:

MRS. P. BERGLUND, Assistant.

Medicine Hat, Alberta

Deliveries, Receiving, Store Supplies, Warehouses, Fire Protection:

MR. D. G. LUYTEN, Department Manager.

IT'S A GOOD IDEA !!

To Use the

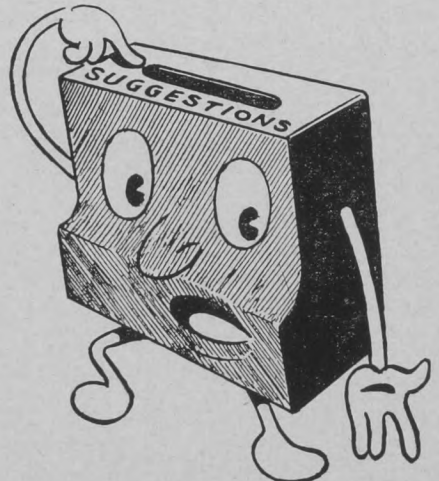
SUGGESTION BOX

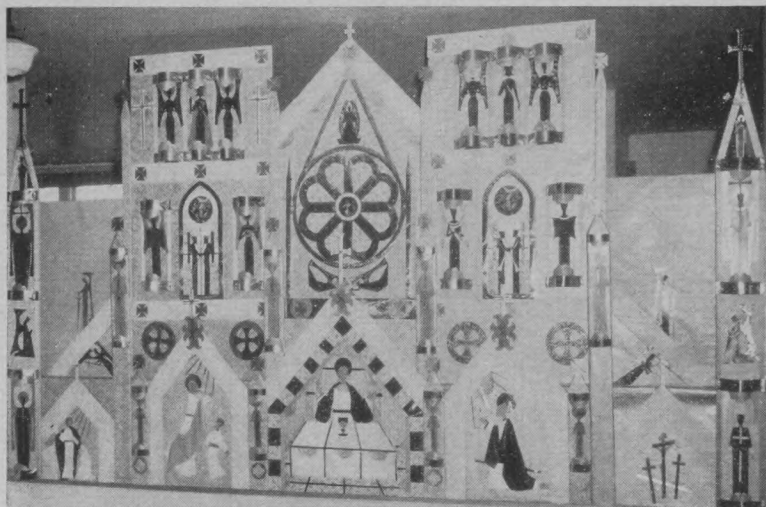
Maybe your ideas will pay off in cash awards—so why not try—and keep trying?

RECENT WINNERS OF AWARDS

Ted Morrison, Basement Footwear.....	\$15.00
Mr. S. Lentle, M.O. Packing.....	10.00
Miss N. McPherson, Staff Relations.....	10.00
Miss Irma Andre, Deposit Accounts, etc.....	5.00
Eugene Bilinski, M.O. Copying.....	5.00
Mrs. N. Farraday, Hand Bags.....	5.00
Miss Erne Ritter, 5th Floor Kitchen.....	5.00
W. Robinson, Store Hardware.....	5.00

Twenty-Six





Mr. Vahey and his Cathedral Mosaic. He also has had showings of his paintings in Calgary and Ontario.

"The Easter Story" at Red Deer Store

The cathedral front shown above is the work of Mr. Doug Vahey, Display and Advertising Department Manager, Red Deer Store; and was an Easter season decoration in the store.

It consists of more than 20 sections and 300 pieces, and depicts, left to right, Christ's meeting with Mary; the Ascension; The Last Supper; Gethsemane; The Crucifixion. Many angels and archangels are shown also.

Marbled paper covered the main construction, while rose windows and niches were finished in gold colour foil and lace. Velvet robes adorned the figures. The overall length was 19 feet, height nearly 12 feet.

We wish to add Contacts' congratulations to the many compliments Mr. Vahey has received locally and provincially, for his work in Eaton display.

In Memoriam

GEORGE A. SMITH



Retired since 1951 from the City Dispatch where he had been signature for many years, Mr. Smith died April 18 at the age of 79. English born, he had served the Company for 43 years prior to retiring. A member of Sons of England Lodge Chamberlain, he had also been a faithful and untiring executive member of the Eaton Retired Men's Curling Club. To his widow, Linda, two sons and their families, we tender the deep sympathy of Mr. Smith's department co-workers and his many other Eaton friends.

Sincere Sympathy to These Members of the Staff Who have Recently Been Bereaved

In the Loss of a Father

Mr. R. McQuarrie.....Foodateria
Mr. W. McQuarrie.....D.A., etc., Accounts
Miss H. Greening.....Basement Footwear
Miss C. Greening.....Sales and Expense
Mrs. N. Rodeck.....Service Groceries
Mr. J. Craigie.....Receiving
Miss H. Moore.....M.O. Jewellery
Mr. J. Moore.....M.O. Furniture
Mr. L. McDougall.....M.O. Footwear
Miss N. McPherson.....Staff Relations
Mrs. A. McArthur.....Sausage Workroom

In the Loss of a Mother

Miss E. Richardson.....Cash Office

Mrs. P. Chubby.....5th Floor Restaurant Bar
Mr. R. M. Clarke.....Basement Hosiery, etc.
Mrs. L. Paxton.....General Office
Mr. G. Clarke.....M.O. Men's Clothing
Mr. W. L. Cable.....Hardware
Mr. M. Myslachuk.....M.O. Exchanges
Mr. E. Foster.....Advertising Art

In the Loss of a Brother

Mrs. G. McDonald.....Foundations
Mr. G. Lovell.....General Office

In the Loss of a Sister

Mr. G. Bowering.....Freight Transport
Mr. L. Carriere.....M.O. Packing

Spotlight on Safety



SAFETY WEEK

May 27 - June 1

A week to bring your special attention to the need for Safety precautions every day, every week in the year.

In every corner of every Eaton building here, we ask for your co-operation in getting things in shape for continuous vigilance in Operation Safety. It is something we are all very conscious of in Eaton's, and the record proves it. It is not a state of affairs however, that occurs of itself —YOU are together the foundation, the structure and the overall protection against FIRE, ACCIDENTS, UNSANITARY CONDITIONS AND HAZARDOUS OCCASIONS.

The first general rule is, we'd say, TIDY UP! Get after any rubbish, old materials or piled-away items that no longer have any value for use or record; clean out corners, cupboards, racks and shelves. Then clean up.

Keep stairways and stair-wells, aisles, fixtures free from litter and traffic hazards. Use care in stacking goods—ask for advice from Receiving and Caretaking, if necessary, as to safe and compact stockpiling. DON'T TAKE CHANCES CLIMBING ON BOXES OR CHAIRS — USE PROPER STEP-STOOLS OR LADDERS. REPORT DANGEROUS CONDITIONS, especially in electrical outlets and apparatus. DON'T TAMPER WITH ELECTRICALS OR MACHINERY — GET THE RIGHT MEN ON THE JOB—AND THOSE MEN, ALSO, BE CAREFUL! PLAY SAFE—ALWAYS!

SAFETY IS ALWAYS IN STYLE at EATON'S